means for determining a psychological profile of the user based on the received answers;

means for assigning a value to each of the category labels based on the determined psychological profile; and

means for forming the local information label based on the values assigned to each of the category labels.

23. An apparatus comprising:

means for receiving at a user station a program which includes a program signal and a transmitted information label having at least one category label value which identifies a content of the program signal;

means for storing an identification code of the user for each program presented to the user;

means for inputting a signal which indicates the user's level of enjoyment of each program presented to the user; and

means for storing the at least one category label value for programs presented to the user and the user's indicated levels of enjoyment of the programs to compile a viewing history for the user.

26. The apparatus of claim 23, further comprising means for presenting to the user a menu of programs based on the input signal which indicates the user's level of enjoyment of a program.

38. In an information access system, a method for creating a local information label for use in controlling access to information which has associated therewith an information label related to the content of the information, the method comprising the steps of:

provideing to a user a plurality of questions which are related to category labels each identified by a standardized description of a particular type of information content;

receiving answers to the questions provided to the user;

determining a psychological profile of the user based on the received answers;

creating a local information label based upon the determined psychological profile; and

receiving said information as frames of a signal and providing for prevention of access to a part of each frame which does not have information content which compares favorably with the local information label.

44. An apparatus for controlling presentation of a program to at least one user, comprising:

means for storing a local information label associated with said at least one user;

means for automatically identifying said at least one user when the at least one user is in an area where the program is being presented, wherein said at least one user is

identified via one of voice recognition, physical feature recognition or fingerprint

recognition;

means for selecting said local information label associated with said at least one

user based upon the identification of said at least one user; and

means for altering presentation of the program based on the selected local

information label.

48. A method for controlling presentation of a program to at least one user

comprising the steps of:

storing a local information label associated with said at least one user;

automatically identifying said at least one user when the at least one user is

in an area where the program is being presented, based upon recognition of the voice,

finger print or other physical feature of said at least one user;

selecting a local information label based upon the identification of said at

least one user; and

altering presentation of the program based on the selected local information

label.

49. A method for compiling a history of information use for an individual user

comprising the steps of:

receiving at a user location information which is associated with an

information label that specifies at least one aspect of the content of the information;

receiving at the user location a user's input enjoyment ratings for programs previously viewed by the user; and

storing information about the received information and the received enjoyment ratings in association with the identity of the user in response to the information label associated with the received information to compile a history of information use for the user.

58. An apparatus for creating a local information label, the local information label comprising a plurality of category labels which identify categories of program content, the apparatus comprising:

means for presenting questions to a user which are related to the category labels;

means for receiving answers to the questions presented to the user;

means for assigning a value to each of the category labels based on the received answers; and

means for forming the local information label based on the values assigned to each of the category labels;

wherein the local information label is modified based on program context.